Ideation Phase
Define the Problem Statements

Date	15 April 2025
Team ID	SWTID1743695015
Project Name	Shopez: E-Commerce Application
Maximum Marks	2 Marks

Problem Statement:

In today's fast-paced digital world, both customers and sellers face significant challenges in navigating the e-commerce landscape efficiently. Customers often struggle with discovering relevant products, receiving personalized recommendations, and completing purchases swiftly, especially when under time constraints. Simultaneously, sellers need powerful tools to manage orders, track sales, and analyze business performance without technical complexity.

ShopEZ aims to address these challenges by providing a seamless and user-friendly e-commerce platform that enhances the shopping experience for customers and simplifies business operations for sellers.

From the customer's perspective, the application must ensure:

- Effortless discovery of a wide variety of products using effective categorization and filters.

- A personalized shopping experience through smart recommendation systems.

- A secure, smooth, and quick checkout process with multiple payment options.

From the seller's perspective, the platform must enable:

- Efficient order management through a centralized dashboard.

- Real-time notifications and order tracking.

- Access to insightful analytics to drive data-informed business decisions.

On the technical side, the platform must support:

- A scalable and responsive frontend that includes user interfaces for customers and administrators.

- A robust backend system with RESTful APIs for handling user actions, orders, and product management.

- A secure and structured database design for managing data related to users, carts, orders, and products.

Customer Problem Statement

I am	I'm trying to	But	Because	Which makes me feel
A busy professional with limited time, who values convenience and thoughtful gift-giving.	Quickly find the perfect birthday gift for my best friend without spending hours browsing multiple websites.	I feel overwhelmed by too many options and lack of personalization on most e-commerce platforms.	Most platforms don't offer smart filters, curated suggestions, or a seamless checkout experience tailored to my needs.	Stressed, frustrated, and worried about not finding something meaningful in time.